



AIMS Schedule 541 Contract # GS-23F- 0134S Full and Open

Effective March 2010



Blue Water Media, LLC
General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Price List



BLUE WATER MEDIA®
MARKETING • DESIGN • SUPPORT





U.S. General Services Administration

Federal Supply Service Authorized Federal Supply Schedule Price List

Schedule 541 Advertising and Integrated Marketing Solutions (AIMS)

Contract No.: GS-23F-0134S* (Non Set Aside for Small Business)

For more information on ordering from Federal Supply Schedules click on FSS Schedules at
fss.gsa.gov

Contract Period: 03/23/2011 - 03/22/2016

Contractor:

Blue Water Media
6404 Ivy Lane, Suite #600
Greenbelt, MD 20770
<http://www.bluewatermedia.com>

**Contact for Contract
Administration:**

Alexis Lyons
Ph: 202-861-0000
Fax: 202-861-8005
E-mail: alyons@bluewatermedia.com

Business Size/Status: Small

Prices shown herein are NET (discount deducted).

1a. Awarded Special Item Numbers (SINs)

SIN 541-1 Advertising Services - Prices shown include IFF

SIN 541-4A Marketing Research and Analysis - Prices shown include IFF



1b. Lowest Priced Model Number –

SIN 541-1 — Advertising Services - Prices shown are GSA net

Labor/Task Category	Unit of Issue	Government Rate
Administrative Assistant	Hr	\$51.00

1c. Hourly Rates/Pricing: Prices shown in price list are net, all discounts deducted, and valid for all areas in the United States including Alaska, Hawaii and Puerto Rico.

Award Special Item Numbers (SINs)

SIN 541-1 — Advertising Services - Prices shown include IFF

Labor/Task Category	Per Unit	Government Rate 3/23/2011- 3/22/2012
Account Executive	Hr	\$115.90
Administrative Assistant	Hr	\$51.00
Art Director	Hr	\$120.62
Assistant Photographer	Hr	\$78.14
Communications Director	Hr	\$162.26
Communications Consultant	Hr	\$82.42
Contract Administrator	Hr	\$74.69
Copywriter	Hr	\$115.90
Creative Director	Hr	\$162.26
Database Administrator	Hr	\$115.90
Email Specialist	Hr	\$92.72
Graphic Designer	Hr	\$91.85
Senior Graphic Designer	Hr	\$112.53
Help Desk	Hr	\$100.50



Illustrator	Hr	\$115.90
Internet Marketing Consultant	Hr	\$92.72
Senior Internet Marketing Consultant	Hr	\$115.90
Director of Internet Marketing	Hr	\$162.26
Director of Digital Services	Hr	\$162.26
Market Research Analyst	Hr	\$115.90
Marketing Assistant	Hr	\$105.29
Marketing Manager	Hr	\$115.90
Network Administrator	Hr	\$97.87
Web Developer	Hr	\$105.29
Project Manager	Hr	\$92.73
PMP Project Manager	Hr	\$119.65
Senior Account Executive	Hr	\$139.08
Senior Marketing Consultant	Hr	\$152.83
Senior Photographer	Hr	\$96.92
Senior Project Manager	Hr	\$139.08
Subject Matter Expert	Hr	\$165.59
Technical Writer	Hr	\$74.69
Senior Technical Writer	Hr	\$90.99
System Administrator	Hr	\$97.87
Senior System Administrator	Hr	\$115.90
Traffic Manager	Hr	\$92.73
Translation Services/Translator	Hr	\$126.25
Webmaster	Hr	\$139.08
Writer/ Editor	Hr	\$82.42



SIN 541 4A Marketing Research and Analysis - Prices shown are GSA net

Labor/Task Category	Per Unit	Government Rate 3/23/2011- 3/22/2012
Account Executive	Hr	\$115.90
Administrative Assistant	Hr	\$51.00
Communications Director	Hr	\$162.26
Communications Consultant	Hr	\$82.42
Contract Administrator	Hr	\$74.69
Data Entry	Hr	\$77.26
Database Administrator	Hr	\$115.90
Email Specialist	Hr	\$92.72
Help Desk	Hr	\$100.50
Internet Marketing Consultant	Hr	\$92.72
Senior Internet Marketing Consultant	Hr	\$115.90
Director of Internet Marketing	Hr	\$162.26
Director of Digital Services	Hr	\$162.26
Market Research Analyst	Hr	\$115.90
Marketing Assistant	Hr	\$105.29
Marketing Manager	Hr	\$115.90
Marketing Strategist	Hr	\$115.90
Media Planner/Media Buyer	Hr	\$139.08
Network Administrator	Hr	\$97.87
Project Manager	Hr	\$92.73
PMP Project Manager	Hr	\$119.65
Research Consultant	Hr	\$57.18
Senior Account Executive	Hr	\$139.08



Senior Marketing Consultant	Hr	\$152.83
Senior Project Manager	Hr	\$139.08
Subject Matter Expert	Hr	\$165.59
Technical Writer	Hr	\$74.69
Senior Technical Writer	Hr	\$90.99
System Administrator	Hr	\$97.87
Senior System Administrator	Hr	\$115.90
Traffic Manager	Hr	\$92.73
Translation Services/Translator	Hr	\$126.25
Webmaster	Hr	\$139.08
Writer/ Editor	Hr	\$82.42

- **Account Executive** – Oversees and manages all aspects of client account, including client contact, creative team coordination, media production, and accounting. Position carries a minimum of 2 years agency or relevant experience.
- **Administrative Assistant** – Provides administrative and clerical support for clients and staff. Also works account teams to coordinate production of large projects for a variety of tasks. Duties include word processing, research, proofreading, editing, copying and binding, maintaining department/client files, expense reports, and coordinating events/meetings. Knowledge of advanced office software applications. Position carries a minimum of 3 years office/agency experience.
- **Art Director** – Specializes in development and concept of client's project. Is proficient in and familiar with all multi-media applications and materials. Carries regular and/or advanced degrees in graphic design.
- **Assistant Photographer** – Assists the Senior Photographer with research, preparation, photography assignments, and day-of-shoot activities.
- **Beta Tester** – Responsible for managing and completing the testing of specific web sites and/or functionality. Uses insights for the front-end of the project and the customer needs to help plan elements for much later testing -- equipment needs, personnel needs, etc. They should be involved during the project in design reviews and more detailed test planning, as well as customer planning for beta tests, and reviews of user documentation.
- **Communications Director** – Specializes in developing communications materials to build brand and product awareness through targeted media campaigns. Experience with advertising planning and placement for all media, both offline and online. Position carries over 10 years' experience with communications, strategic development and management.
- **Communications Consultant** – Monitors progress of already written and approved five-year strategic outreach plan and makes recommendations for adjustments as needed.
- **Contract Administrator** – Responsible for contract scope of work and budget compliance with client, government personnel and/or other contract administrators.



- **Copywriter** – Provides effective text for promotional and campaign messages across all media. Works with project team members and client. Position carries minimum of 1 year agency and related experience.
- **Creative Director** – Extensive experience in print and multimedia design, as well as animation and illustration. Specializes in integrated campaign development to include design of marketing materials, direct mail campaigns, and Web pages. Carries regular and advanced degrees in graphic design.
- **Data Entry** – Performs data entry via on-line data terminal, key-to-tape, key-to-disk, or similar device. Verifies data entered, where applicable. Supports Data Entry II in all database management functions.
- **Database Administrator** – Serves as lead database coordinator for projects. Interacts with client, data entry personnel, and project managers. Requires knowledge of standard and advanced database applications.
- **Email Specialist** – Supports, monitors, tests and troubleshoots hardware and software problems pertaining to LAN. Recommend and schedule repairs. Provides end users support for all LAN-based applications. Installs and configures workstations. Assist users with hardware and software problems. Ability to maintain email server, email accounts and user mailboxes. Requirements: Bachelor's degree preferred or 1-2 years of technical school or specialized training in software applications. Experience with MS Exchange Server and Outlook preferred.
- **Graphic Designer** – Assists Graphic Designer II in design and development of posters, exhibits, publications, photos, graphic designs, brochures, reports and other outreach materials. Designs and develops presentations, partner templates, kiosks, speeches, and fact sheets. Coordinates production process of all printed and interactive pieces. Requires B.A./B.F.A. in Design
- **Senior Graphic Designer** – Defines and determines style, technique and medium best suited to produce desired effects of client. Designs appropriate graphics to be used in material to promote technologies or programs. Creates and produces graphic designs for Web pages, multimedia, 3-D modeling, animation, database management, and other applications using the most advanced technology. Skilled expert in all software programs related to graphic design. Serves as primary director of development of creative templates, printed materials, interactive materials such as DVDs, CD-ROMS, video and audio. Requires B.A./B.F.A. in Design.
- **Help Desk** – Responsible for the completion of client maintenance requests. Requests will deal with design, programming and or basic web site changes. Position requires great attention to detail and the ability to communicate well with clients. Requirements: B.A./B.F.A. in Design or Computer Science.
- **Illustrator** – Creates, designs, and illustrates across all mediums, including original drawings. Works with clients and project team members. Position carries specialized and advanced drawing and media skills. Requires B.A. in Fine Arts or Design
- **Internet Marketing Consultant** – Assists the marketing manager and team members in support of day-to-day project activities. Minimum of one year agency experience.
- **Senior Internet Marketing Consultant** – Experience in the fields of marketing, research expertise, design and implementation of survey systems. Specializes in the structure of strategic planning processes and marketing plans. Integrates information about markets, customers and competitors into comprehensive plans that translate research data into specific actions.
- **Director of Internet Marketing** – Supervises day-to-day project marketing activities and team members. Responsible for keeping tasks on schedule and within budget. Organizes efforts with client, team members, and others. Minimum of 2 years marketing experience.
- **Director of Digital Services** – Responsible for computer and digital media playback support for both internal and external customers. Following established processes and improving



upon them, as well as working in a team environment to ensure a high level of customer support, and high-quality products is crucial to this position.

- **Market Research Analyst** – Analyzing and critiquing statistical and sample reports provided by media measurement vendors. Supporting senior management by producing small- and large-scale quantitative analyses of data, and, when appropriate, using statistical techniques. Producing research presentations in PowerPoint and participating in analysis and strategic discussions of market trends. Using available resources to keep clients updated on industry practices and trends. Bachelors or advanced degree desired. Minimum 2 years professional experience in marketing/research related field (or combination of experience and education)
- **Marketing Assistant** – Detail-oriented, highly organized, deadline-focused and a proficient problem solver helping in all aspects of the Marketing Department operations, including support, development and distribution of client marketing materials. Ability to multi-task across duties involving Microsoft applications, research and reporting, collecting marketing information, compiling data, telephone conversations, and internal communications with clients are important. Compile marketing campaign reports for print, managing call tracking lines for each marketing source, providing communication via telephone and/or email to clients.
- **Marketing Manager** – Responsible for the strategic and creative direction of client project. Specializes in marketing strategy across all industry sectors. Coordinates and collaborates with client and other team members. Extensive experience in and knowledge of all facets of marketing programs.
- **Marketing Strategist** – Create and manage customer behavior-based models, analyzing, executing, maintaining, enhancing and interpreting the models and their outputs. Provide and present insights on customer attitudes and behavior to support actionable marketing strategy and tactics. Respond to requests for ad hoc reporting and analysis. Responsible for thought leadership surrounding client standard reporting. Socialize and educate clients on above trends and marketing strategies to ensure alignment across marketing plans. 3-5 years minimum work experience in marketing analytics, including developed capabilities in loyalty strategy, campaign planning, and data analytics.
- **Media Planner, Media Buyer** – Experience in marketing communications, promotion, program participation, planning and placement of advertising for all media. Works directly with the client to build public education, awareness and image campaigns. Includes press relations, special events planning, writing and editorial experience and services
- **Network Administrator** – Configures, troubleshoots and maintains network systems. Tracks network statistics such as bandwidth utilization, errors and outages. Assists in configuration management and network security issues as required. Reviews daily message traffic for required actions and responses. Maintains quality assurance through customer feedback for assigned tasks. Participates in internal projects as required by management. Develops test procedures and plans for network enhancements, hardware modifications and firmware upgrades. Performs other duties as assigned. 3-5 years experience configuring, troubleshooting and maintaining network systems.
- **Project Manager** – Coordinates and monitors status of client projects. Prepares status reports and briefs for account team members, clients, or others. Participates in the day-to-day activities of the project. Minimum 1 year agency experience.
- **PMP Project Manager** – Certified Project Management Professional coordinates and monitors status of larger client projects. Prepares status reports and briefs for account team members, clients, or others. Participates in the day-to-day activities of the project. Minimum 5 year agency experience.
- **Research Consultant** – Experience in researching locations and details for photography sessions. Working knowledge of photographic technical and logistical requirements.



- **Senior Account Executive** – Responsible for the successful development, implementation, and day to day management of the marketing programs for up to 3 accounts. Liaison between client, management, and account staff. Develops strategic plans and manages other staff members. BA degree. Minimum of 4-6 years agency experience.
- **Senior Marketing Consultant** – Specializes in developing strategic marketing campaigns. Extensive experience in the effective use of traditional and multimedia programs. Works with client to assess their marketing needs. Position carries over 15 years of professional marketing experience.
- **Senior Photographer** – Responsible for photography content and shoots. Works with client and project manager to coordinate efforts. Position carries minimum of 5 years professional and advanced photography background and skill level. Experience in fulfilling video/film and photography requirements for marketing, advertising, public relations, corporate/government communications and training programs.
- **Senior Project Manager** – Responsible for project management and organization, team and client communication, and for the overall success of each account. Supervises the day-to-day activity and quality control of all facets of design and implementation. Position has a minimum of 5 years client account management experience
- **Subject Matter Expert** – Manages daily activities including budgets, status reports, and creative and media processes. BA degree. Minimum of 2 years agency or relevant experience.
- **Technical Writer** – Provides all writing, editing, proofreading and creative conception as requested, for any of the following materials: reports, news releases, fact sheets, Web site text, and public speaking scripts. Requires B.A in Journalism, Communication, English or related field and 3-5 years of experience.
- **Senior Technical Writer** – Plans, writes, and edits technical documentation for a specific audience. Collects data by interviewing specialists, researching written material, attending training and demonstrations, using software, and observing users. Collaborates with representatives of multiple departments on projects. Successfully manages multiple projects from concept to publication under tight deadlines. Bachelor's Degree or equivalent; web/internet knowledge a plus. Five to eight years of experience as a technical writer in industry.
- **System Administrator** – Runs and maintains network and server infrastructure including all peripherals. Provides full technical support to all employees and helps in projects that require any server side assistance. Ongoing site optimization, domain name management, and receipt and staging management of 3rd code. Stages code in test and prod environments. Assists in web site testing. Creates test data & setup. Database admin and backup while testing. 3+ years experience in all required skills.
- **Senior System Administrator** – Plans, installs, configures, monitors & maintains various infrastructure projects involving Windows & UNIX systems. Maintains Active Directory, Exchange, SCOM, SCCM, SharePoint, SQL servers, computer/communication networks, hardware, security & system software. Designs, develop & implements disaster recovery plans, backup plans & system management. Uses Windows, UNIX, Linux Servers, AD, VMware, VPN, Remedy, Java, .Net, LAN/WAN, etc. Master's degree in Comp Science, Engineering, or related field and 2 yrs experience in offered position or positions involving similar duties or BS+5 years of experience.
- **Traffic Manager** – Manages daily activities including budgets, status reports, and creative and media processes. BA degree. Minimum of 2 years agency or relevant experience.
- **Translation Services/Translator** – Responsible for translating written material to a different language. Carries extensive knowledge of and proficiency in languages.
- **Webmaster** – Supports all activities related to electronic marketing services. Maintains programming and development for Web sites, applications and usability testing. Works with team leads and graphic designers to construct layout and Web solutions. Upgrades



hardware and software, administering services, troubleshooting, maintains equipment and logs, and ongoing monitoring of Web site for performance. BS or BA degree. Minimum of 5-7 years experience or an equivalent of education and experience.

- **Writer/Editor** – Provides all writing, editing, proofreading and creative conception as requested, for any of the following materials: reports, news releases, fact sheets, Web site text, and public speaking scripts. Requires B.A in Journalism, Communication, English or related field and 3-5 years of experience.
2. **Maximum Order:** \$1 Million per SIN
 3. **Minimum Order:** \$100
 4. **Geographic Coverage (Domestic only):** Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities
 5. **Point of Production:** Greenbelt, MD, USA
 6. **Discount From List Price:** Prices shown are GSA net
 7. **Quantity Discounts** – Blue Water Media offers a discount of 1% to any agency that issues a task order between \$100,000 and \$250,000. Blue Water Media offers a discount of 2% to any agency that issues a task order between \$250,000.01 and \$500,000. Blue Water Media offers a discount of 3% to any agency that issues a task order over \$500,000.

Blue Water Media agrees to pass on to the government any quantity or frequency discounts earned by the government. Also, Blue Water Media will charge the government by projects in the same manner it charges for other services under the labor categories. Any commission provided by media placement will be returned to the ordering agency.
 8. **Prompt payment terms** - discount of 1% - 10 net 30.
 - 9a. **Notification that Government purchase cards are accepted at or below the micro-purchase threshold.** - Blue Water Media agrees to accept the Commercial Credit Card for purchases under \$3,000 and over \$3,000.
 - 9b. **Notification that Government purchase cards are accepted at or not accepted above the micro-purchase threshold.** - Blue Water Media agrees to accept the Commercial Credit Card for purchases up to \$50,000.
 10. **Foreign items (list items by country of origin) – N/A**
 - 11a. **Time of Delivery:** Will adhere to the delivery schedule as specified by the agencies purchase order.
 - 11b. **Expedited Delivery:** Items available for expedited delivery are noted in this price list.
 - 11c. **Overnight and 2-Day Delivery:** Overnight and 2-day delivery is available. Contact the contractor for overnight and 2-day delivery.



11d. Urgent Requirements: Contact the contractor for faster delivery or rush requirements.

12. FOB: Destination

13a. Ordering Address:

Blue Water Media, Inc.
6404 Ivy Lane Suite #600
Greenbelt, MD 20770
Blue Water Media warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.

13b. Ordering procedures: N/A

14. Payment Address:

Blue Water Media, Inc.
6404 Ivy Lane Suite #600
Greenbelt, MD 20770
Blue Water Media warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.

15. Warranty Provision – N/A

16. Export Packing Charges – N/A

17. Terms and Conditions of Government purchase card acceptance - Blue Water Media agrees to accept the Commercial Credit Card for purchases under \$2,500 and over \$2,500 up to \$50,000.

18. Terms and Conditions of rental maintenance and repair: N/A

19. Terms and Conditions of Installation: N/A

20. Terms and Conditions of repair parts indicating date of parts price lists and any discounts from list prices – N/A

20a. Terms and Conditions for any other services – N/A

21. List of service and distribution points – N/A

22. List of participating dealers – N/A

23. Preventive Maintenance – N/A

24a. Special Attributes such as environmental attributes – N/A

24b. Section 508 Compliance: Has expertise with Section 508 Compliance.



25. DUNS Number: 10-284-2916

26. Notification regarding registration in Central Contract Registration: Registered with CCR.